MEDIA STUDIES
at SCGSG

What will I study?

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how it affects how media products are made. You will investigate media audiences, exploring who watches, reads and consumes the products and considering how different people might respond to products differently, and why.

You will study many different media forms, such as: Television, Online Media, Video Games, Film, Marketing, Magazines, Newspapers, Social and Participatory Media, Music Videos, Radio Advertising and Marketing.

How will I be assessed?

Assessment will comprise of a mixture of examined and non-examined assessment.

Component 1: Media Products, Industries and Audiences

(Written exam: 35% of qualification) Topics: advertising; newspapers; video games; music videos; radio; film marketing

Component 2: Media Products in Depth

(Written exam: 35% of qualification) Topics: TV in the Global Age; Magazines (Mainstream and Alternative); Media in the Online Age

Component 3 Non-exam assessment

(30% of qualification)

Cross-Media Production

Where might Media Studies take me?

Over a hundred UK universities offer courses in Media, Communications and Cultural Studies. A GCE in Media Studies helps you to progress to these, as well as other courses such as English and Social Sciences.

There are many career opportunities in the media; it is an industry that is growing at an exponential rate. Studying Media at GCE and at degree level is a route into careers such as TV/film production, journalism, interactive media and digital marketing. It could help to provide you with skills to secure roles in technical production, special effects and web design.

The global pandemic has resulted in significant changes in how we create and consume media, and how we connect and communicate. There has never been a more interesting time to become a Media Studies student.